

LATITUDE FAMILY

Most intelligent commercial PCs with built-in AI¹



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LATITUDE

Work anywhere on the world's most intelligent¹ commercial PCs.

Small, light, and stylish business laptops and 2-in-1s designed for mobility, security, and productivity.

Intelligent collaboration and connectivity

Latitude PCs feature intelligent collaboration, connectivity, and privacy features to confidently work anywhere, including a new Haptic Collaboration Touchpad on the Latitude 9440 2-in-1.

Performance for productivity

Powered by Intel vPro[®] with 13th Gen Intel[®] Core™ processors, fast memory options and advanced thermals to keep systems cool, these PCs can handle today's multi-tasking demands.

Sustainable design

Our sustainable Latitude Portfolio works toward meeting our goals so you can meet yours. 100% recycled or renewable packaging is used across new Latitude PCs.⁸



LATITUDE

9000 Series

9440 2-in-1

7000 Series

7340 and 7440 Ultralight Laptops
7340 and 7440 Laptops or 2-in-1s
7640 Laptop

5000 Series

5340 Laptop or 2-in-1
5440 and 5540 Laptops

3000 Series

3340 Laptop or 2-in-1
3440 and 3540 Laptops

World's **most intelligent** commercial PCs with built-in AI¹

- Intelligent features, such as ExpressResponse and ExpressConnect, increase productivity.
- Intelligent Privacy options, such as Onlooker Detection and Look Away Detect, protect digital assets.
- Intelligent Audio with Neural Noise Cancellation for seamless collaboration.

Small and light

devices to work anywhere, including ultralight magnesium now available in both 13" and 14" on the 7000 series.

Scalable and flexible form factors;

2-in-1 options with the same model number & BIOS*

Fast connectivity

options including Wi-Fi 6E¹¹, 5G, 4G LTE, and eSIM³

Available FHD IR and 5MP IR cameras

with dual sensors for high quality video and ExpressSign-in

Increased room for productivity with new **16:10 aspect ratio** display options and **16"** screen size.

Battery-saving Mini-LED

backlit keyboard technology and battery life saving display options for longer run time

InfinityEdge

and narrow border screens and narrow border screens with built-in ComfortView Plus options

Advanced thermal solutions

to keep your PC cooler and quieter

Enhanced audio

Experience improved audio quality for optimal collaboration and productivity with quad speaker options.

Available **Intel vPro®** with up to **13th Gen Intel® Core™ i7** processors and an **Intel® Evo™ design** on 9000 & 7000

EPEAT Gold⁵, 100% renewable or recyclable⁸ easy-to-open packaging including more sustainable multipack packaging options.

Industry's most secure

commercial PCs². Powerful security built in with Dell Safe ID, Dell SafeBIOS, TPM chip and lock slot options.



*Latitude 9440, 7340, 7440, 5340, and 3340 configurable as 2-in-1

LATITUDE

Innovative design

Latitude offers a range of designs to best suit the needs of your workforce, featuring an ultra-premium 9440 2-in-1, 13" and new 14" ultralight magnesium designs in a stunning River color, and new 16" with even more room for productivity.



Optimal cooling

Various thermal innovations, including new dual fans and rear venting, allow the latest 13th Gen Intel® Core™ processors to maximize their power while keep their systems cool.

Users can fine tune the perfect balance of performance vs cooling vs battery run time with Dell's User Selectable Thermal Tables.

ComfortView Plus

Optional built-in ComfortView Plus, an always-on hardware feature, reduces harmful blue light while delivering excellent color.

Range of sizes and form factors

Introducing two new laptops to the Latitude 7000 series - an ultralight magnesium 14" in a stunning River color and aluminum 16" in Titan Gray.

Modern flexibility

A wide array of ports and tested accessory recommendations allow for flexible desk setup or on-the-go solutions.

Laptop or 2-in-1 options are offered with the same model number, lessening IT complexity.

Sustainable and Durable

Latitude PCs continue to innovate with the use of sustainable materials including the expansion of bio-based materials, carbon fiber and post-consumer recycled materials throughout the portfolio. New low carbon emission, recycled aluminum on select products¹² reduces the materials carbon footprint.

Latitude PCs are also built to last, having passed rigorous MIL-STD 810H tests.

Ultra-premium design options

Experience the ultimate in design with a CNC machined aluminum chassis, Haptic Collaboration Touchpad and Zero-Lattice Keyboard (available on the Latitude 9440 2-in-1).

FAMILY BROCHURE

LATITUDE

Intelligent collaboration and performance

Users need secure and reliable technology to stay productive no matter where work happens. Latitude PCs are designed with unparalleled collaboration, connectivity, and privacy features for users to confidently work anywhere.

[High-quality cameras with Intelligent Privacy](#)

[Intelligent Audio for clear collaboration](#)

[Unparalleled connectivity options](#)

[Performance built for today's multi-tasking demands](#)



See important information on last page

SUSTAINABILITY ON

DELL LATITUDE

Dell Latitude notebooks are designed with the environment in mind, using sustainable materials in our products and packaging wherever possible.



100%

New Latitude notebooks ship in packaging made with 100% recycled or renewable materials and is 100% recyclable¹. Dell also offers multipack on select Latitude notebooks for a reduced material and transportation footprint.

1st

Latitude were the first Dell PCs designed with reclaimed carbon fiber and bio-based materials³. Latitude is the first PC to be designed with low carbon emissions aluminum⁴ using hydropower and recycled content that reduces the emissions of this material by 90% over coal power production.

Up to 5 types

Of recycled or renewable materials used in the components of select Latitude notebooks²:

Ecolabels

50+

EPEAT Gold registered products



8.0

ENERGY STAR 8.0 throughout



¹ New packaging is made with up to 94.8% recycled content and up to 64.4% renewable content in the form of renewable paper fibers. Material makeup varies by product and size. Excludes optional items added to order and included in box. Paper packaging materials can be recycled via municipal recycling, where available. System bag is made from recycled plastic and can be recycled along with other thin plastics.

² Based on internal analysis, January 2023-The new Latitude 5000 series utilizes 5 sustainable materials -recycled plastics, recycled carbon fiber, recycled copper, renewable materials, and ocean bound plastics. New Latitude 9000 series utilizes 5 types of sustainable materials -recycled plastics, bioplastics, recycled copper, ocean-bound plastic and low carbon emissions aluminum. New Latitude 7000 utilizes 3 sustainable materials -recycled plastics, bioplastics and recycled copper.

³ Based on internal analysis, April 2022.

⁴ Based on internal analysis, March 2023.

LATITUDE

Dell Optimizer

We make it intelligent. You make it yours.

In a work-from-anywhere world, powering the world's most intelligent commercial PCs* is not enough, Dell Optimizer is extending personalized intelligence to the rest of the Dell ecosystem.

Dell Optimizer lets you accomplish anything with built-in intelligence that learns and adapts to the way you work.



Elevate everyday work with personalized performance extending from your Latitude to the devices within your workspace.



An intelligent ecosystem

Enjoy easy pairing and management of your Dell monitors and accessories with the **integration of Dell Display Manager and Dell Peripheral Manager**.



Collaboration at your fingertips

Available on the Latitude 9440 2-in-1, hear and feel customizable feedback every time you click the touchpad or use critical Zoom conferencing controls.



Improved app performance

ExpressResponse analyzes how you use your preferred apps to boost performance.



Intelligent privacy anywhere

This technology lets you texturize your screen when an intruder is detected and dims your PC when you look away. It also wakes your PC when your approach and locks it when you walk away.



Unmatched connectivity

ExpressConnect* provides the world's first simultaneous multinet network connection** that joins the best network* available.

With Dell Optimizer, optimization and data collection follow a stringent process to ensure your privacy and security.

[Click here to learn more about Dell Optimizer.](#)



Up level audio

Intelligent Audio delivers sound and mic enhancements reducing background noise using neural noise cancellation and voice quality monitoring technology.



Extended power

ExpressCharge analyzes your power usage habits to improve PC battery utilization and extends run times by charging your system faster when you need a boost in power.

* Based on Dell analysis, October 2022. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf>.

**Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two or more wired or wireless connections. Simultaneous multi-network connection works with wired and wireless networks. For select Dell platforms, a USB Wi-Fi adapter is required to connect a second Wi-Fi network. Based on Dell internal analysis, September 2021.

Dell Optimizer features vary per PC model and platform. Please refer to the [Availability Matrix](#) for more details.

LATITUDE

Make yourself more resilient to cyberattacks with Dell Trusted Devices.

Attacks are inevitable. In fact, 69% of organizations report a cyber-attack due to a poorly managed internet-facing asset in the prior 12 months.* Dell Technologies understands that today's security challenges include managing an evolving threat landscape with a modern work environment in mind. With Dell commercial devices, catch and repel malicious activity before it compromises your system. Latitude, one of the industry's most secure commercial PCs**, offers layers of security features to keep you protected and give you visibility to threats for swift action.

Secure anywhere-work with hardware and firmware defenses built for our hyper-distributed world.



Stay protected from evolving threats

Our unique BIOS and firmware verification provides greater security than other PCs. Assess a corrupt BIOS, repair it and gain insights that reduce exposure to future threats.



Spot ticking timebombs

Indicators of Attack, an early-alert feature offered only by Dell, scans for behavior-based threats before they can do damage.



Detect chassis tampering

Detect unauthorized access, e.g., malicious implanted hardware or software, data/component theft inside system chassis.



Secure end user credentials

SafelD, a dedicated FIPS Level 3*** certified security chip, keeps user credentials hidden from malware.



Be safe from first boot

Rigorous, state-of-the-art supply chain controls reduce the risk of product tampering. Optional add-ons like the Dell-unique Secured Component Verification provide additional assurance of device integrity.



Protect data everywhere

Stay protected against advanced threats with optional software-based protections from our ecosystem of best-of-breed partners (CrowdStrike, VMware Carbon Black, Secureworks, Netskope and Absolute).

*ESG Survey: Security Hygiene and Posture Management, Jan. 2022

**Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features

***Level 2 for Latitude 3000 series.

TAILORED, PERSONA-BASED EXPERIENCES

Future of work

Organizations embracing the work from anywhere model are putting the employee experience at the center of their success. At Dell Technologies, we have redefined our commercial end user personas to address the unique work styles and pain points of a mobile workforce. We've eliminated the guesswork from choosing the right tools for the job with thoughtfully curated solutions tailored to each end user's needs. Discover persona-based solutions for your workforce today.



BUILDER

Builds businesses and relationships

Creates and executes strategic vision. Moves companies forward developing relationships with external stakeholders and partners.



CONNECTOR

Connects people and data

Manages plans and data to advance projects and optimize output. Enables progress by balancing between collaboration and shielding the team.



PRODUCER

Produces results while taking on tasks

Focuses on productivity to deliver desired outcomes. Achieves success with focus on accomplishing tasks.



SPECIALIST

Specializes in creative or complex work

Generates focused work and performs detailed analysis. Solves difficult challenges in a logical and detail-oriented manner.

LATITUDE

9440 2-IN-1

Designed to offer the industry's best collaboration and connectivity⁶.

These devices are made for execs and highly mobile leaders who are driven to grow the business and want style and productivity without compromise.



Builders: Motivation

Are constantly connected via several devices across multiple workspaces
....

Thrive using simplified and effective communication
....

Require a high degree of aura across lifestyle and devices

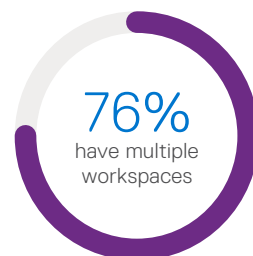
Builders: Challenges

Face challenges when setting up devices across workspaces and devices
....

Need to collaborate and be connected no matter where they are
....

Work best in a clean and efficient workspace
....

Are regularly managing connectivity and power



Latitude 9440 2-in-1

Recommended Solutions



See important information on last page

LATITUDE

7430 LAPTOP OR 2-IN-1 7440 LAPTOP OR 2-IN-1 7640 LAPTOP

Our 7000 series offers a broad range of premium features that provide an amazing screen experience, intelligent performance, and built-in security and privacy.

These laptops and 2-in-1s are designed for team leaders and managers that are driven to connect teams and need high performance with seamless collaboration and connectivity for at-the-desk or on-the-go versatility.

Connectors: Motivation

Are quick to respond and are the center of communication

....

Are twice as efficient multitaskers

....

Assist in the sharing and connecting of people and information

Connectors: Challenges

Need to constantly listen in on meetings

....

Have to find a balance between virtual work sessions and traditional in-person meetings

....

Need twice the interoperability for docking and peripherals



CONNECTOR

Most Use

of productivity-based apps

19%

of the workforce

68%

have multiple workspaces



Latitude 7340 | 7440 | 7640

Recommended Solutions

LATITUDE

5340 LAPTOP OR 2-IN 1 5440 | 5540 LAPTOPS



The world's smallest and most scalable PCs in their class.⁶

These laptops and 2-in-1s are designed with versatility for those who aim to produce results and strive for efficiency. They are designed for those in specialized and complex fields, performing detailed work. These powerful devices offer the highest security and scalable performance for desk productivity with the flexibility to work anywhere.

Producers: Motivation

Focus on efficiency

....

Goal-oriented and customer-centric

....

Focus on time to completion as a measure of success

Producers: Challenges

Can't work on slow and unreliable devices

....

Will delay focused work until they're in an optimal ergonomic setting

....

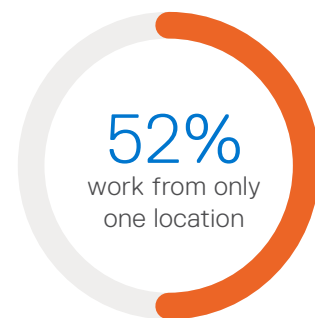
Distracted by background noises

....

Think status meetings get in the way of real work

....

Producers make up over half of the workforce with representation across many industries



Latitude 5340, 5440, 5540

Recommended Solutions



See important information on last page

LATITUDE

3340 LAPTOP OR 2-IN-1 3440 | 3540 LAPTOPS

These devices are ideal for task-oriented professionals, educators, and students performing advanced curriculum who are driven to produce results and strive for efficiency. They need enterprise-level security, essential intelligence and collaboration features that help them stay productive.

Maintain balance with essential features without sacrificing **enterprise-level security** and productivity that empowers you to work from anywhere.

....

The **most sustainable** Latitude 3000 series yet⁴², featuring Intel **13th Gen Intel® U-series** processors up to Core™ i7 and an array of memory options. 3440 and 3540 are re-designed with a new, modern color and texture as well as an **enhanced keyboard and clickpad** for improved comfort and feel across all three screen sizes.

Select a 13", 14" or 15" display, upgrade to the FHD IR camera for **crisper video**, take advantage of the mechanical privacy shutter for added **privacy control**, and experience fast wireless performance with **Wi-Fi 6E**. Stay connected on the go with optional **4G** LTE options on 3440 and 3540.

Utilize two networks at once with **ExpressConnect**, and collaborate better with **neural noise cancellation**, that reduces your background noise plus the background noise of others on the call.

....

Empower collaboration on the 3340 2-in-1, with its **360-degree hinge**, **Dell Active Pen support**, and **four working modes**: Laptop, tent, tablet and stand.

[Latitude 3340, 3440, 3540](#)

[Recommended Solutions](#)



See important information on last page

1 Based on Dell analysis, October 2022. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.

For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf>.external

2 Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

3 Mobile Broadband Subject to service provider's broadband subscription and coverage area; additional charges apply.

5 EPEAT registered where applicable. EPEAT registration varies by country. See www.epeat.net for registration status by country.

6 Based on Dell analysis, October 2021.

7 Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis, Simultaneous Data Transfer works with wired and wireless networks. For select Dell platforms, a USB Wi-Fi adapter is required to connect a second Wi-Fi network.

8 New packaging is made with up to 94.8% recycled content and up to 64.4% renewable content in the form of renewable paper fibers. Material makeup varies by product and size. Excludes optional items added to order and included in box. Paper packaging materials can be recycled via municipal recycling, where available. System bag is made from recycled plastic and can be recycled along with other thin plastics.*

9 Based on Dell Analysis, October 2022.

10 Based on Dell internal testing, October 2022; Applicable to Windows PCs only.

11 WiFi 6E requires Windows 11 Operating system and compatible router. Router requires a separate purchase. WiFi 6E connectivity is only available in select locations. Check availability with your service provider.

12 Latitude 9440 is made with Low Carbon, 75% Recycled Aluminum in the chassis.

13 Based on internal testing, March 2023. Battery life extension calculated based on MobileMark18 testing. Configuration tested - Latitude 9440, Core i7-1365U, 32GB, 512GB, QHD+ touch enabled display

14 Based on Dell internal analysis January, 2023

